

Verve Veneer™

BY  Hallmark™
GROUP

*The beauty of
natural timber*





New Zealand's Veneer Experts

Verve Veneer by Hallmark Group have been working with timber veneer for decades, working alongside joiners, architects and designers to turn their vision into reality. We offer a complete veneer solution, producing both veneer panels and veneer doors, ensuring a true and accurate timber match between your panels and doors.





From forest to finished product, veneered panel is an incredibly efficient way to utilise this precious natural resource, with 1m³ of timber producing close to 1000m² of beautiful decorative veneer

Sustainability

Verve Veneer is committed to the responsible use of resources.

All our veneers are from environmentally responsible suppliers. Our NZ native veneer is from MPI-approved sustainably harvested timber in accordance with the NZ Forests Act (our suppliers of native veneer must supply a Sustainable Forest Management Permit and Sustainable Forest Management Plan). Our standard door timber components are Pine from sustainable resources, and our manufacturing wood waste is recovered and reprocessed.

Our overseas sources are covered by a mixture of PEFC, FSC, COC FSC, EcoCert and AFS certifications.

Hallmark Group is 100% New Zealand owned. We use New Zealand-made MDF board and non-hazardous adhesives.

Veneer cuts explained

Quarter Cut



Quarter cut veneer is cut at right angles to the growth rings and this gives a somewhat straight line grain pattern. Rift cut is a slightly different process which results in a more expensive, straighter, cut of veneer mainly applicable to American White Oak

Crown Cut



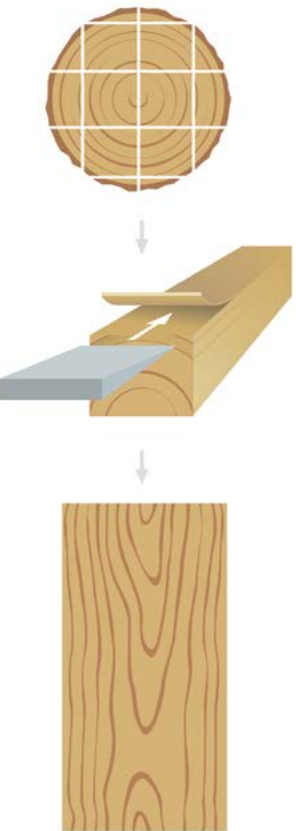
Sliced veneers cut parallel to the growth ring are known as Crown Cut or Flat Cut. The beauty of this style is in its sweeping curves and ovals (in a cathedral style) along the centre of the leaf

Rotary Cut



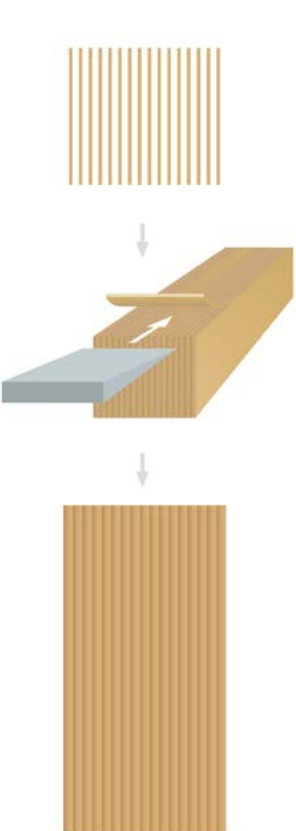
In Rotary veneer, the timber is peeled from the log in a continuous ribbon using a blade in a lathe usually at high speed with a thickness between 0.9mm-3mm. This cut has a swirl grain pattern and is mainly used for plywood

Hallmark Cut




We use two Japanese Marunaka lineal slicers, chosen for their extremely high precision and quality. We process locally sourced native species plus a number of exotic species such as Western Red Cedar, Lusitanica and Macrocarpa.

Recon Cut



Reconstituted timber veneer is the most uniform of all wood veneers. Generally manufactured using timbers such as Poplar or Obeche, the timber is sliced, dyed and then glued back together in a controlled pattern. This is then re-sliced, dried and jointed to make a finished veneer layon.

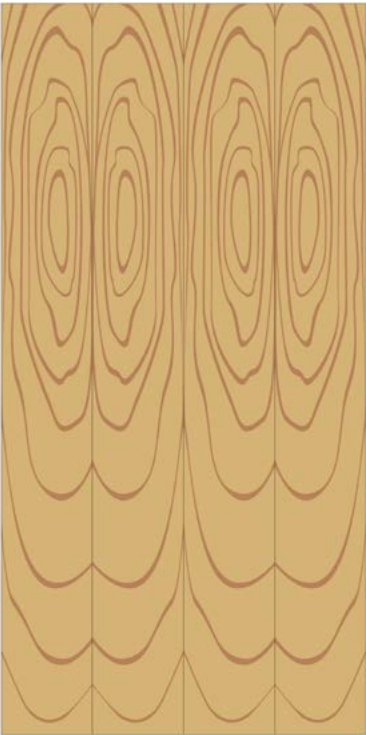
Matching techniques explained



We have invested significantly in top-of-the-line jointing technology. Different sequencing of laying up results in visually different effects.

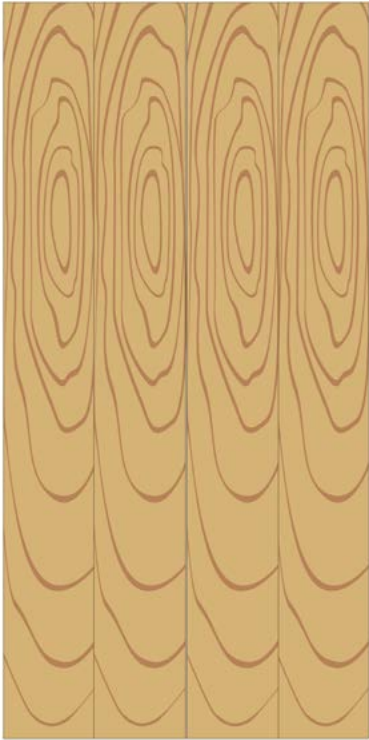
It is often important to consider run/sequence matching: is the project wall panelling? If so, it will need to be side matched. If there is an interior veneered door that requires an over panel, we can do an end match, or is it a kitchen fitout where the job will need to be colour and grain matched?

Book matched



Book matching is the most common method, especially for crown or flat cut veneers, the veneer leaves are joined in such a way as that successive leaves are turned over like pages in a book to create a mirror image, this results in a series of matching pairs across the face.

Slip-matched



Slip matching is often used when using Quarter Cut Veneer leaf, especially White Oak and Eucalptus. Each leaf is slipped alongside the other resulting in a series of grain repeats, the same side of the leaf is always face up, this helps when stains are being used on veneer and reduces 'picket fencing'.

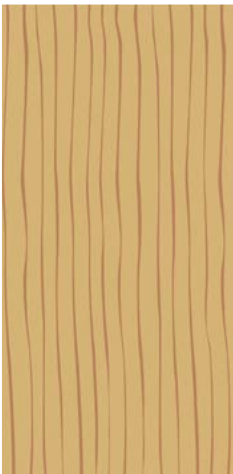
Random matched



Random matched is also referred to as Planked or Mismatched. This method is commonly used to mimic solid timber; each leaf is from a different log, giving a random matched effect.

Grain direction & grades explained

Long Grain



Long grain is the standard, for example; with a 2440mm x 1220mm panel the veneer runs the length dimension 2440mm.

Cross Grain



Cross grain needs to be specified. The veneer runs the width of the panel, for example; with a 1220mm x 2400mm panel the veneer runs the width dimension 1220mm.

Veneer Grades



F2S = Face Two Sides

The same first grade face both sides, ideal for room dividers, where both sides of the panels are seen



1F1B = Face/Back

Face grade on one side, and a back grade of the same specie applied to the back of the panel, ideal for kitchen doors



1FAB = Face/Any Back

Face grade on one side, and a backing grade of any species, can be low grade, generally used as a balancer to stop any panel distortion, ideal for wall panelling, where backing can be low grade and isn't seen



1FNB = Face/No Back

Face grade on one side, without a back. Please note: there is a tendency for the board to distort due to uneven tensioning of FNB



1FPB = Face/Paper

Face grade on one side with paper backing to reduce likelihood of curling





Our New Zealand Native Veneer Range



All Hallmark native veneer is from MPI-approved supply in accordance with the NZ Forests Act. Under the Act, native timber can only be taken from forests in a way that maintains forest cover and ecological balance.

Every flitch can be traced back to its original source, whether a sustainably-managed block or wind-thrown log, giving you peace of mind that your native veneer has met the strictest of standards for sustainable sourcing.

Photos and samples of veneer are indicative of the species only. Each tree is unique and there are natural variances within species, something that gives each panel its unique personality.

Timber is a natural product so please be aware of its limitations; it isn't ideally suited to high wear areas, high moisture areas, or direct sunlight.

Matching edging is available.



[TO VIEW OUR NZ NATIVE RANGE, CLICK HERE](#)



Our Exotic Species Veneer Range

Sustainable natural wood veneers have all the beauty and warmth that can only come from using real wood.

The uniqueness of each log means that every project has its own special appeal, yet at the same time you can have the confidence that the forests where the veneer came from are being sustainably regrown to give a continuing supply in perpetuity.

Because wood is a natural product the appearance of veneer varies and may have natural features such as pin knots and feature. Each tree is unique and the natural variances within species gives each panel a unique personality. Photos and samples of veneer should be considered indicative of the species only.

Veneer is suitable for all low wear and dry vertical interior applications such as furniture, doors and panelling. Being a natural product it isn't suited to high wear areas, high moisture areas, or direct sunlight.

Matching edging is available.

[TO VIEW OUR EXOTIC SPECIES RANGE, CLICK HERE](#)



Our Luxe Range

American White Oak has long been popular with designers and architects for its beautiful grain and warm colour tones. Luxe is our luxurious defined-grain brushed and sawn American White Oak range. The brushed and sawn finish gives an authentic bandsawn look, and we have rustic options which emphasise the natural personality of cut timber.



Luxe Rustic

[TO VIEW OUR LUXE RANGE, CLICK HERE](#)

Our Harmony Range

Harmony is a planked, mismatched, veneer reminiscent of solid timber. In addition to standard Harmony we offer a Natural Feature grade which mimics solid timber with even more natural variation and feature. This is a cost-effective and beautifully eye-catching range. Harmony is available in a wide range of species, both NZ Native and Exotic.



[TO VIEW OUR HARMONY RANGE, CLICK HERE](#)



Our E veneer Raw Range

E veneer Raw is a curated range of timber veneers produced from wood species grown in agricultural plantations and well managed forests. Thoughtfully composed timber patterns and a wide range of contemporary colours make E veneer Raw more suited to modern manufacturing processes, saving materials and time.

E veneer Raw requires finishing, allowing you to specify your own wood finish, from oil or wax through to polyurethane or acrylic, in your preferred gloss level and achieve smooth, seam-free edges.

ADVANTAGES

- Wide range of contemporary colours. Environmentally traceable, sustainable and certified.
- Standard sheet sizes for better yield, less waste.
- More suited to modern furniture manufacturing processes, saving time and materials.
- Produced exclusively with wood from agricultural plantations and well managed forests.
- Matching timber edging.
- Unique designer veneers.
- Your choice of wood finish.
- Seamless edge detail.
- Complementary E veneer WoodWall and E veneer Profiles.

[TO VIEW OUR E VENEER RAW RANGE, CLICK HERE](#)



Our Eveneer Prefinished Range

Eveneer Prefinished are quality real timber veneers supplied polished, complete with UV inhibitors. A sophisticated timber surface that can be applied directly to a panel or piece of furniture with no need for additional finishing. Produced from wood species grown in agricultural plantations and well managed forests, Eveneer® Prefinished is certified E0 and available FSC® certified on request. The offer is completed with a range of matching prefinished timber edging.

ADVANTAGES

- Time and cost savings in furniture production as there is no need for additional polishing.
- Finished under controlled conditions with highest quality, non-yellowing polishes.
- Environmentally traceable, sustainable and certified.
- Large sheet sizes for better yield, less waste.
- Suited to modern furniture manufacturing processes, saving time and materials.
- Available as 1mm thick sheets or pressed on the substrate of your choice.

[TO VIEW OUR EVENEER PREFINISHED RANGE, CLICK HERE](#)



Our WoodWall Range

WoodWall is a real, pre-finished timber wallcovering that can be applied directly to plaster or plasterboard without the need for a thick or heavy substrate such as MDF and at less than half the cost of traditional veneered panelling. Suitable for residential and commercial applications including hospitality, retail, office, yacht and aircraft interiors.

WoodWall may be used on walls, elevators, columns, beams and ceilings. Its outstanding flexibility means it can cover curved surfaces, even folding around a 1mm radius, in the grain direction, for seam free corners. Available in a range of Eveneer recut and natural timbers, the large number of sequenced sheets assures consistent matching.

WoodWall is Group 1 fire rated—Average Heat Release Rate 17.2kW/m2, Average Specific Extinction Area 30.5m2/kg

- Available in a wide range of recut and natural timber veneers
- Quickly and easily installed by wall-covering professionals with standard wall-covering tools and minimal site disturbance
- Saves time and money—less than half the cost of conventional timber wall panelling
- Applies to plaster or plasterboard—with wallpaper glue
- Applies to metal, plastic or other impermeable surface—with contact glue
- Flexible—for application to curved surfaces
- Folds around a >1mm radius—parallel to the grain—for seam free corners
- Long sequence runs—matched and numbered
- Environmentally friendly—up to 300% the yield of conventional veneer slicing saves trees

[TO VIEW OUR WOODWALL RANGE, CLICK HERE](#)



Our Euro Creative Range

The Euro Creative range brings you the latest interior surface trends from Europe. Manufactured in Germany, these embossed panels are real wood veneers, with the authentic texture and character only achievable with real wood, ideal for furniture and interior furnishing.



[TO VIEW OUR EURO CREATIVE RANGE, CLICK HERE](#)

Finishing

Technical Notes for Finishing Veneered Panel

Important: These notes are general guidelines only.

Hallmark veneered panels are supplied lightly sanded with a P150 grit sanding belt prior to despatch however all panel will need to be sanded to the coating supplier’s recommendations prior to the finishing coats being applied.

Before commencing your job please contact your coatings supplier for their recommendation of the appropriate coating system for your specific application. Also follow their board preparation recommendations prior to commencement of the application of their coating system.

To minimise the risk of colour change and the unnecessary aging of veneer, especially reconstructed veneer, it is advisable to use a UV stabilised finish. All veneer products are light sensitive; in high sunlight areas it is recommended that window coverings be used to reduce the exposure of direct sunlight to the veneered surface. It is also recognised industry wide that in this situation there will be some level of colour change to the veneer surface, hence the importance of picking the right coating system.

The choice of the correct coating system is critical to ensure the life expectancy of your finished product. For example a veneered table top (high wear area) will require a different coating system to a veneered door (low wear area.)

Important Preparation/Precautions:

1. Do not leave veneered panels exposed to wet or humid conditions, maintaining a stable moisture content is critical. MDF picks up moisture from its surrounding environment , so store in a cool/dry moisture stable area
2. The veneered panel will need to be sanded to the coating suppliers recommendations, ensure no sharp edges as some coating systems will tend to thin in these areas, thereby reducing coat thickness
3. Inspect product to be coated under good lighting, check for marks, indentations, check surface is clean and free of dust and other potential contaminants
4. Is important to follow all coating suppliers recommendations, short cuts will result in issues further down the track
5. Ensure you pick the right product for your specific application, if unsure double check with your supplier
6. Remember, the right temperature/humidity, and a contaminant free environment are critical to the quality of the finished product
7. The back or reverse side of all panels must be sealed; this will keep the product straight/flat, and will more importantly retard moisture being able to get into the finished product.
8. Lastly from a Health and Safety perspective ensure there is adequate ventilation/ extraction when applying coating systems and wear the appropriate PPE

Timber Finishes Guide

Generic type	General properties	Typical application	Hardness wear and tear	Heat resistance hot coffee	Water and yellowing resistance
Acrylic polyurethane, solvent base	The best product for recon veneer & natural veneer	Kitchen, bathroom vanity, doors & panels High quality commercial & domestic projects Window furnishing (venetian blinds & shutters) High quality furniture Table & bar tops Hotel and office fittings	Excellent	Excellent	Excellent to both
Polyurethane	Very good product for recon & natural veneer	Kitchen, bathroom vanity, doors & panels High quality commercial & domestic projects High quality furniture Table & bar tops Laboratory, hotel and office fittings Stairs & handrails	Excellent	Excellent	Water resistance excellent. Do yellow, degree of yellowing varies between brands
Water base two pack	Excellent product for recon & natural veneer. Perform similar to acrylic polyurethane, but more environmentally friendly	Kitchen, bathroom vanity, doors & panels High quality commercial & domestic projects Window furnishing (venetian blinds & shutters) High quality furniture Table & bar tops Hotel and office fittings Stairs & handrails Children's toys & furniture	Excellent	Excellent	As per polyurethane
UV Curable coating	Good product for recon & natural veneer	Timber flooring & blinds Flat pack furniture Vanity, kitchen doors & panels	Excellent	Excellent	Excellent to both
Water base single pack	Not as good as the two pack water base	Window furnishing (venetian blinds & shutters) Quality furniture Children's Toys & furniture	Good	Very good	Very good to both
Acid catalysed	Older technology.	Dining and office furniture Casket manufacture	Good	Good	Good water resistance. Can change the colour of timber substrate
Pre catalysed	Older technology	Dining room tables Wall panelling Office furniture	Fair	Fair	Water resistance is fair. Yellow quite badly
Nitrocellulose	Very old technology	General lounge & bedroom furniture Furniture restoration Wall panelling Casket manufacture	Poor	Poor	Poor to both

Please note: the above is a guide only

Care & Cleaning Recommendations for Veneer

Dusting: Use only a soft dry cloth or feather duster.

Polishing: Use a high quality furniture polish and a soft dry cloth. It is recommended the polish used not contain any silicone as they may cause recoating or refurbishment problems at a later date. Abrasive polishes should be avoided.

Extreme Temperature Changes: The expansion or contraction of the timber due to extreme temperature changes may cause damage to the surface coating. Care should be taken in air conditioned or heated environments to keep temperature changes within reasonable limits. Use heat resistant place mats under hot food and beverages to avoid heat damage.

Spillages: All spillages should be cleaned with a damp cloth as soon as possible. Moisture may cause damage to the coating. High humidity, steam and excessive water being in contact with the coating may cause the coating to crack, or if it gets under the coating cause white marking of the veneer surface. If spilled, all chemical substances and alcohol should be removed immediately from all veneered surfaces.

Dirty or Greasy Marks: After first wiping with a dry cloth, wipe with a cloth lightly dampened with a mixture of water and a high quality furniture polish. Persistent dirty or greasy marks may be removed by mild, non-abrasive proprietary cleaners appropriate

to the type of surface finish. The appropriateness of the cleaner should be sought from the surface coating or cleaner manufacturer. The effect of the cleaner on the surface should be tested on a hidden or a less conspicuous section on the finished veneer surface.

Direct Sunlight: Direct sunlight should be avoided on all internal veneered surfaces as fading, bleaching or colour changes of the surface coating and of the veneer may occur. Excessive hot sunshine may dry the veneer surface more quickly than the veneer substrate thereby causing small surface checks parallel to the grain to appear and possibly damage the surface coating.

Please note: these recommendations have been prepared with due care and are offered only for the purpose of providing some useful and helpful assistance to our clients. Whilst every effort has been made to ensure that this information is in accordance with current technology, it is not intended as an exhaustive statement of all relevant knowledge. As the interactive effects of the whole range of substrates, glues, veneers, surface finishes and the final end uses of the products are outside our control, Hallmark Group accepts no responsibility for error in, or omissions from, this information, nor for specifications or work done or omitted to be done in reliance on this information.

Applications & limitations, Appearance, Warranty

Applications and limitations:

Decorative veneered panels are suitable for use in interior, low wear and dry applications. Veneer panel used in kitchen and bathroom situations needs to be properly edge banded and sealed to ensure there is no moisture egress into the product, proper ventilation in these areas is also important.

Equally important is ensuring that the product is not exposed to high levels of direct sunlight or large fluctuations in humidity, high levels of both can lead to problems in the veneer and substrate.

Veneered panels are not suited to use in damp areas, external applications, as a flooring product or as kitchen counter top or splashbacks.

If in a high wear area, suitable finishing systems must be used, talk to your coating supplier.

Appearance:

Veneer is a natural product, like all timber products it may fade, discolour over time, especially in areas exposed to high levels of light, heat and air. The degree of change totally depends on the veneer species and the exposure to the above elements. Colour change can be minimised, reduced by ensuring windows for example are tinted, glazed or blinds, curtains are used. More importantly, using the right coating system for your application, for example using two pack acrylic-urethane

products with approved UV prohibitors for sealer and top coats.

Veneer being a natural product, there will always be a level of feature that is specific to each specie; this could be pin knots, gum vein, small indentations, slanted and curved direction of grain in Quarter Cuts, off centre crown in crown cuts and paling fence effect in some ¼ cuts especially when stains are used as part of the finishing process. These are not defects but intrinsic features of natural wood veneer and its processing.

Warranty:

Hallmark Group warrants to the original purchaser only, that for a period of 7 years from the date of purchase that any veneer board supplied will be free from any manufacturing defects. This includes defects as a result of poor workmanship or defective materials such as; delamination of the veneer, veneer splits or separation, excessive distorting and bow. Hallmark Group will at its discretion, repair or replace any veneered board without charge if it is defective directly as a result of its manufacture process during the first 7 years after initial purchase. Please refer to our full Veneer Board warranty details on the website.



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